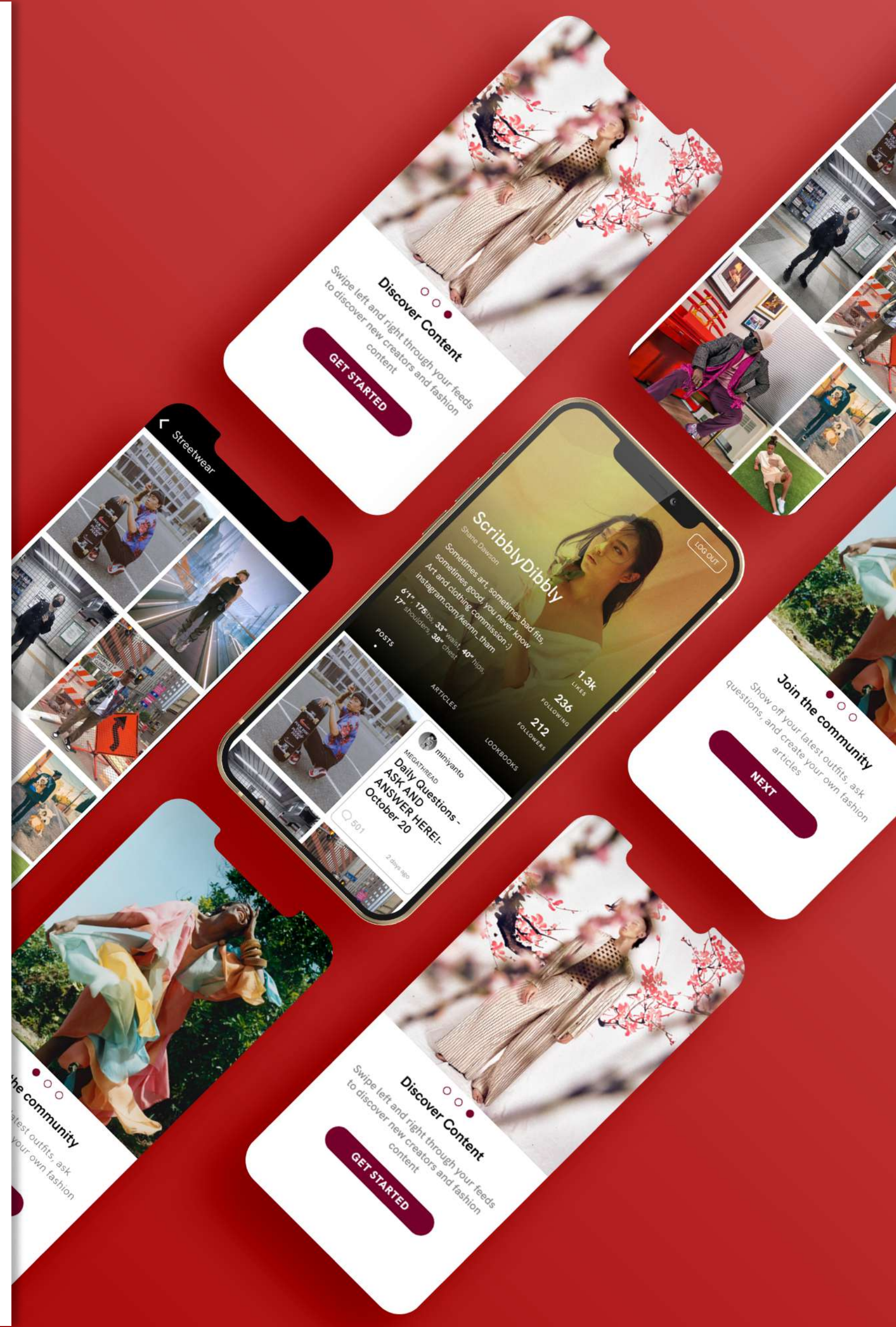*Freelance project*

CASE STUDY

Modal

A fashion-centric social media app where users can learn from others, share their outfits and knowledge, and expand their fashion experience.

- Branding
- Visual Design
- UX Research
- Development
- UX Design

Modal is a social media app for fashion beginners, enthusiasts, and experts to learn, share, and explore fashion.

Young people at UCLA were frequently saying there is no place to ask questions or find new styles. They felt current social media didn't match their needs.

Perform market analysis and interviews to find out what the business need is.

Narrow down who our target audience is.

Use word exercises, mood boards, and competitive analysis to craft our brand.

- Fashion is increasingly moving online, with digital retailers growing their share of the market, so our app can capitalize on this

- COVID is pushing retailers online and off of brick and mortar stores, so this is an ideal time for launch

- Both fashion and social media markets are growing fastest in Asia, making it a good place to find users
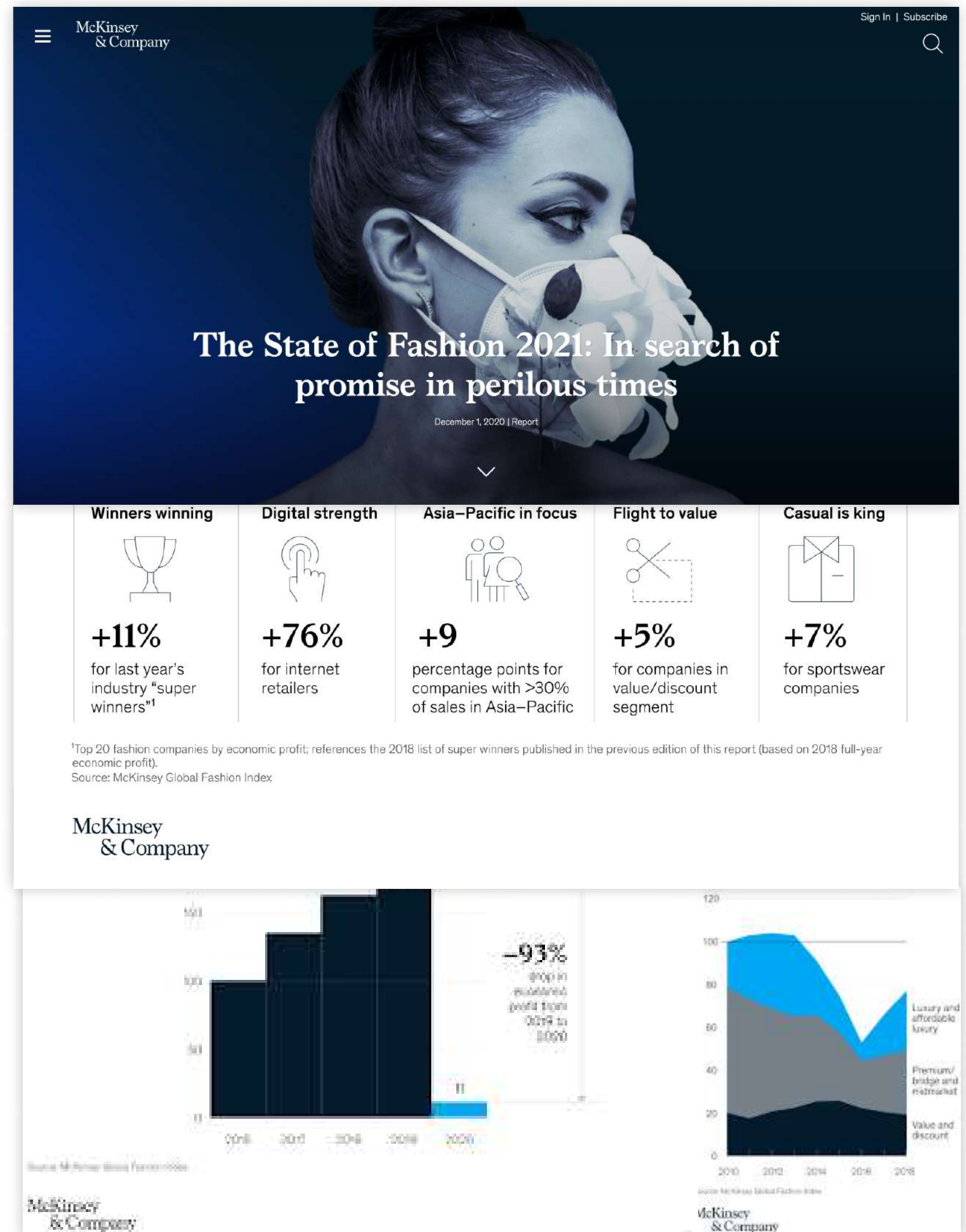
- People of all genders are equally interested in a fashion social media app

- People in all countries interviewed (US, China, Vietnam, Germany) were interested in the app

- Most interviewees felt that their questions would be ignored on currently existing social media

25 interviews spanning 14-56 years of age and 4 countries

- Instagram and Tiktok can't fit user needs because they are visual-focused and not discussion-focused

- Tiktok's full screen UI gives it an extremely immersive experience where users spend more time per post

- Reddit's model with users seeing all posts in a group leads to smaller users and questions being drowned out and never addressed
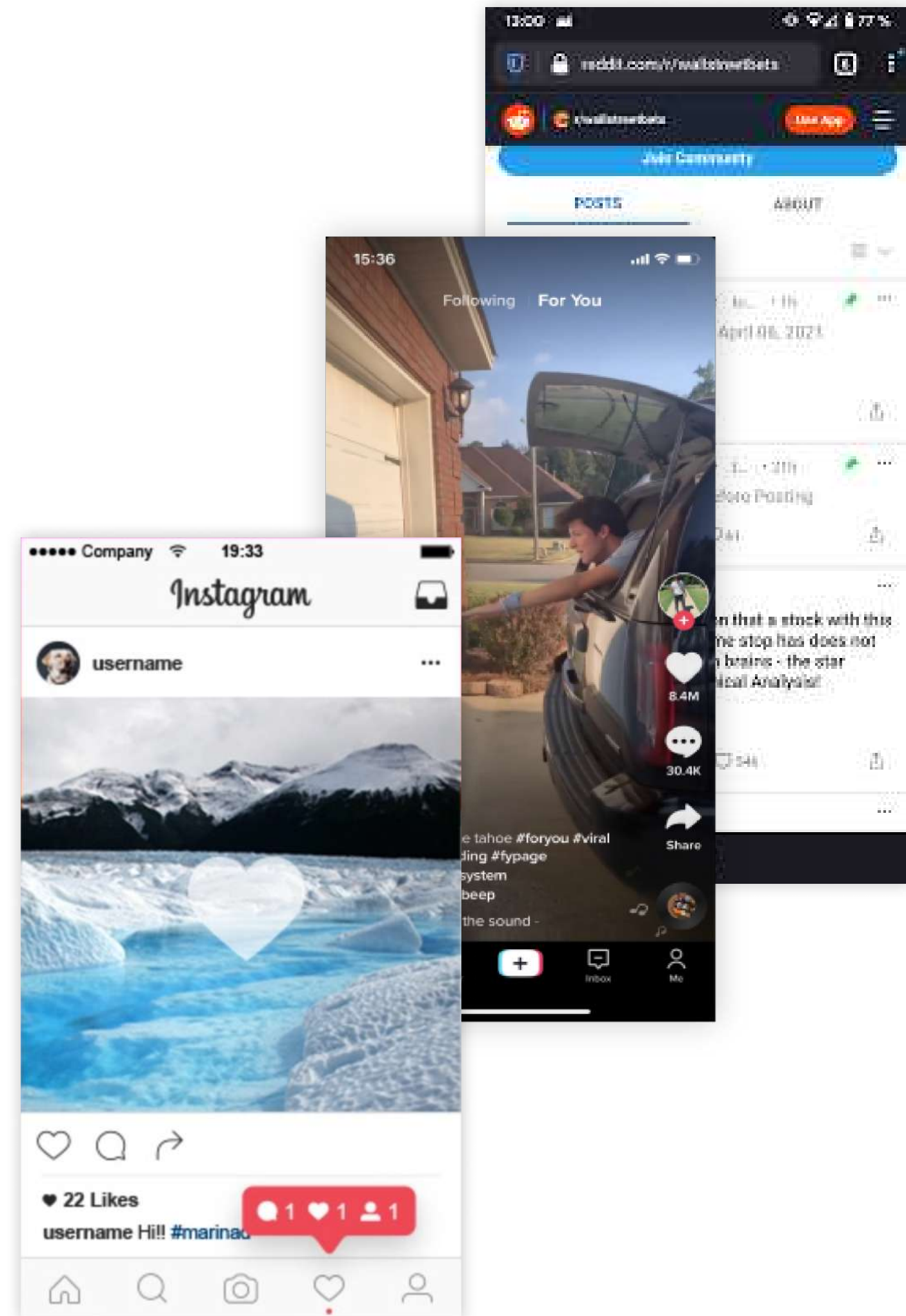
Both text and images

Domain specificity

Fashion is moving online

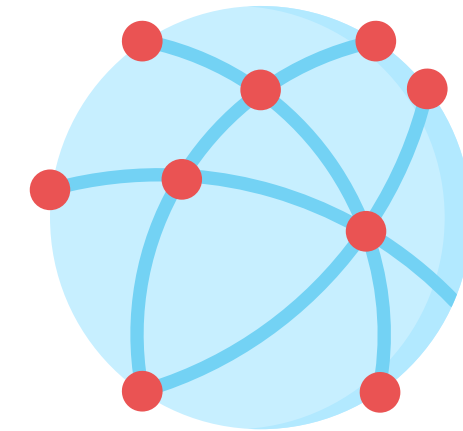Instagram and Tiktok heavily emphasize visual posts, such as images and video

Discussion is hard on Instagram and Tiktok due to being visually centered apps

Viewing other users' outfit posts is not useful without some measurement metadata

Reddit model where users in the group see all posts is not useful when users search within styles
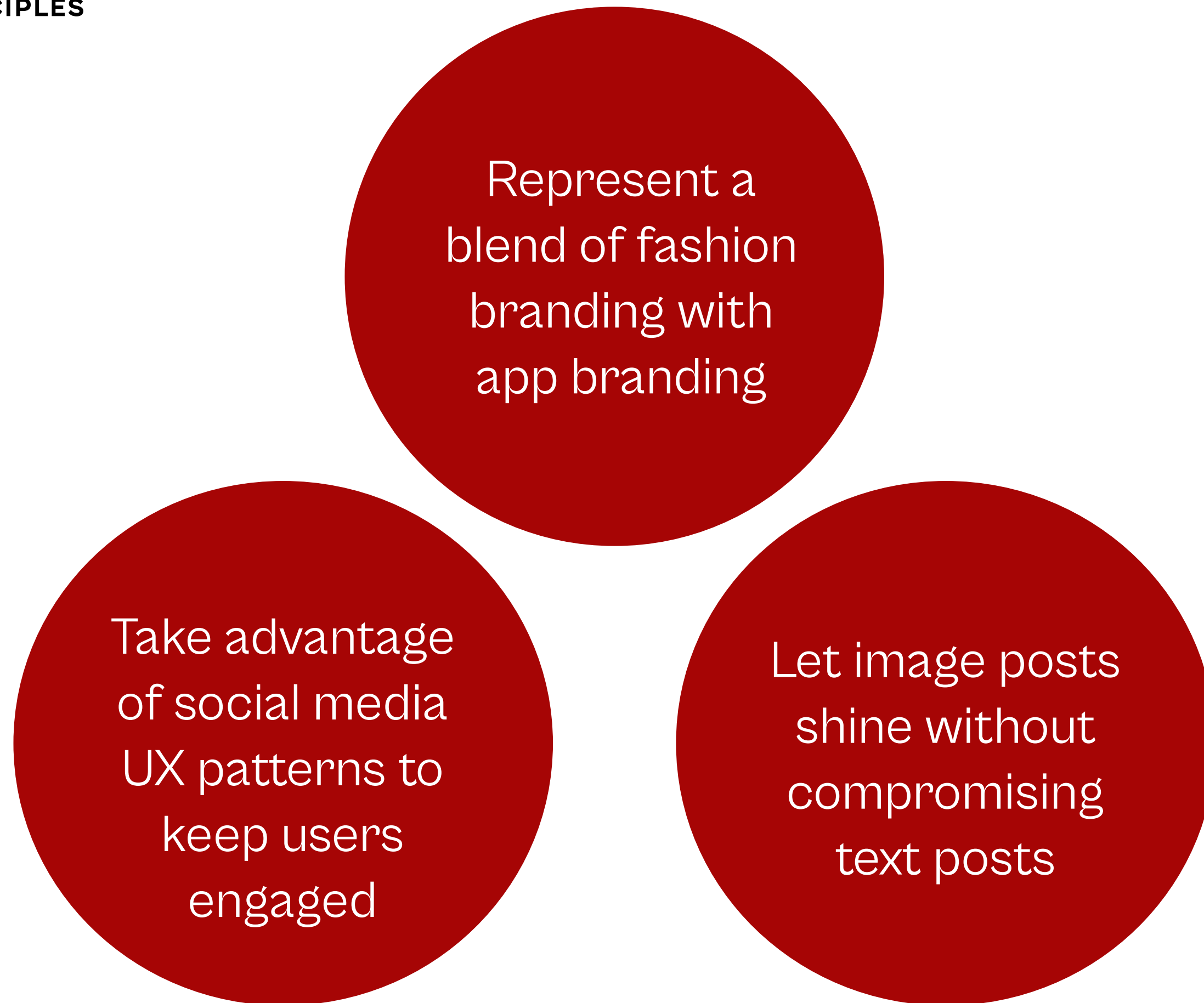
20-30% annual growth projected for digital fashion in 2021

Stock prices have gone up 76% for internet retailers since 2020

Companies are cutting funding to stores and investing in digital

Represent a blend of fashion branding with app branding

Take advantage of social media UX patterns to keep users engaged

Let image posts shine without compromising text posts

Guiding principles derived from insights to keep in mind going into the designing phase.

I worked with the team to come up with words that represent the brand that we want to have.

contemporary   human-centric

for everyone   stylish

Human-centric	Contemporary	For everyone	Stylish
Emphasis on images and imagery of humans, such as bodies and faces. This should be people who feel natural, but also refined.	*Not limited to or too strongly reminiscent any time period, like Bauhaus, classic French fashion, Victorian, art deco, Gothic*	*Should be accessible to all people, unlike some brands like Gucci. A brand that has universal appeal, like Uniqlo.*	*Don't be like everyone else. We want to come off strong and avoid experiences users find typical or bland.*

contemporary

Modal

for everyone

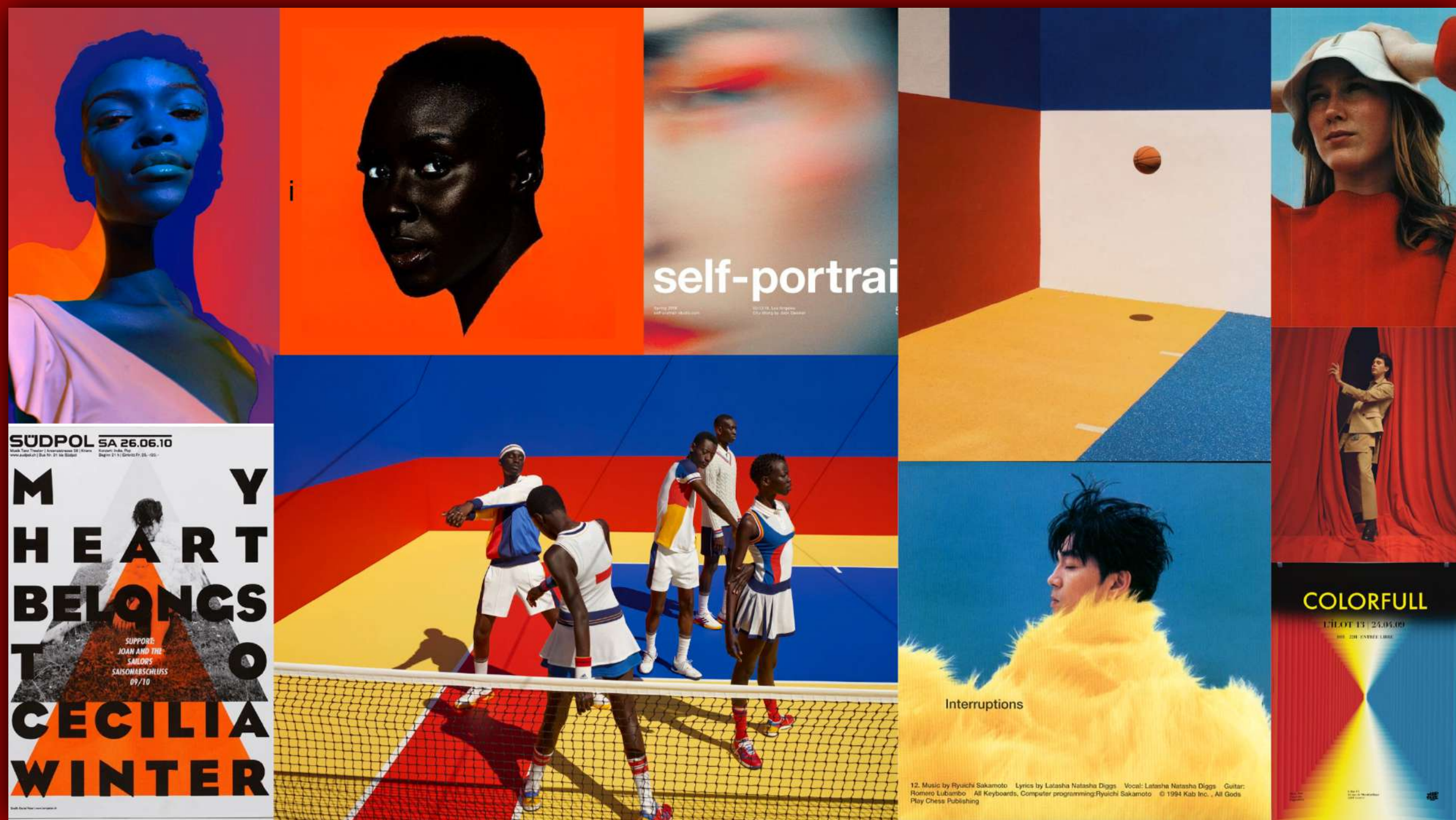A modern textile often used to blend with other fabrics to give a high-end feel with its lightness.

It has become very popular among eco-conscious fashion designers.
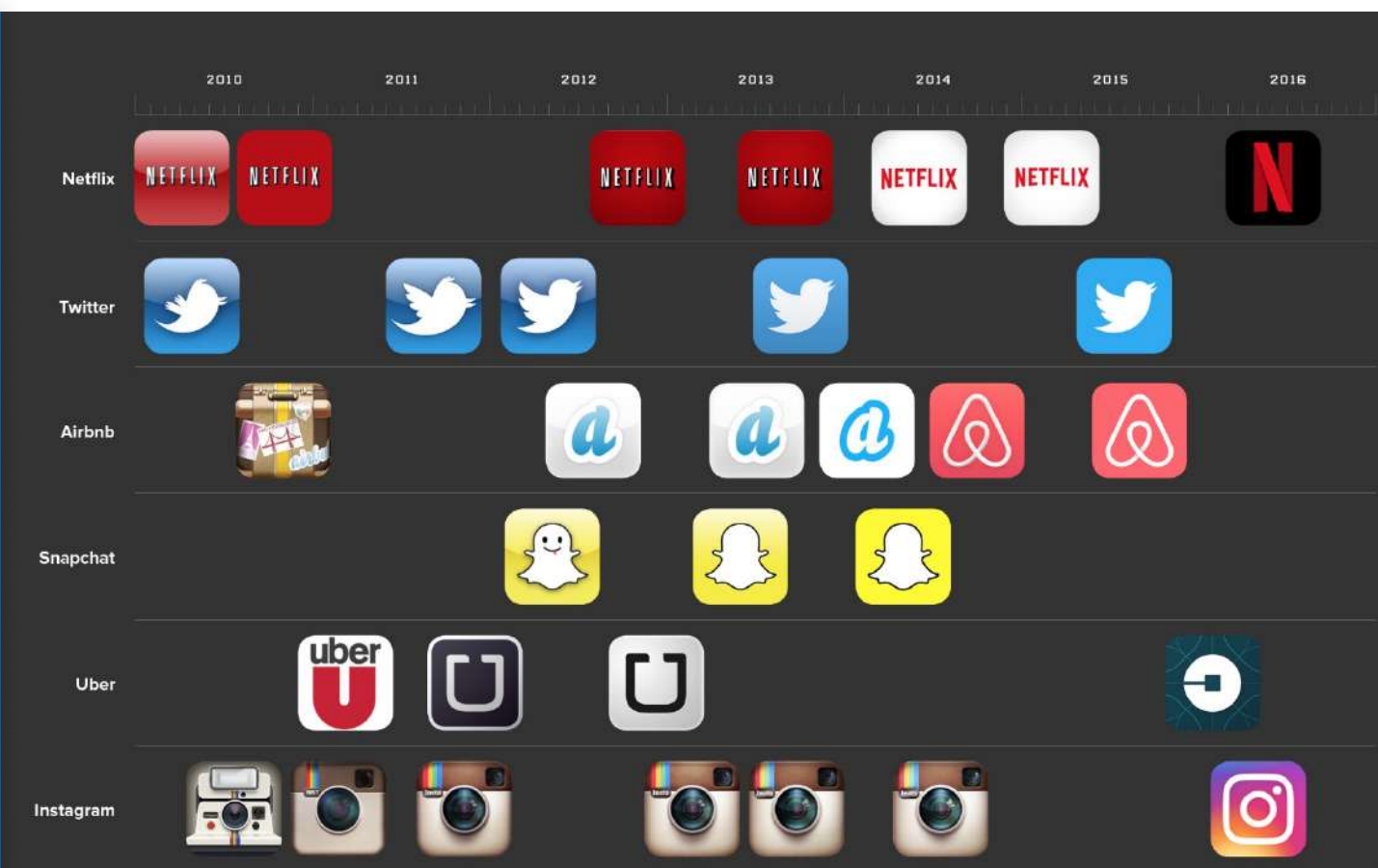
stylish

human-centric

I worked with the team to create a mood board to understand what kinds of imagery resonates with them and their brand.

I worked to create a brand blending the elevated aesthetic of fashion brands with the flat design of apps today. I also studied the palettes of fashion media, such as Vogue and Vanity Fair.

Because this brand would be primarily mobile, I wanted a logo that could become or succeed as an app icon.

Modal

The final logo, logo font, and app icons that I created for Modal. The final brand stands out with strong lines and vibrant color like the mood board, while remaining a human-centric and stylish feel.

An example of the visual system I created, communicating a refined aesthetic that is also human-centric.

DESIGN SYSTEM

Header · HK Grotesk Bold · #212121· 24pt

Six crazy kings vowed to abolish my quite pitiful jousts.

Body · HK Grotesk Regular · #212121· 16pt

A peep at some distant orb has power to raise and purify our thoughts like a strain of sacred music, or a noble picture, or a passage from the grander poets. It always does one good.

Description text · HK Grotesk Regular · #212121· 16pt

In 1992, Tim Berners-Lee circulated a document titled "HTML Tags," which outlined just 20 tags, many of which are now obsolete or have taken other forms.

Caption text · HK Grotesk Regular · #757575· 16pt

The first surviving tag to be defined in the document, after the crucial anchor tag, is the paragraph tag. It wasn't until 1993 that a discussion emerged on the proposed image tag.
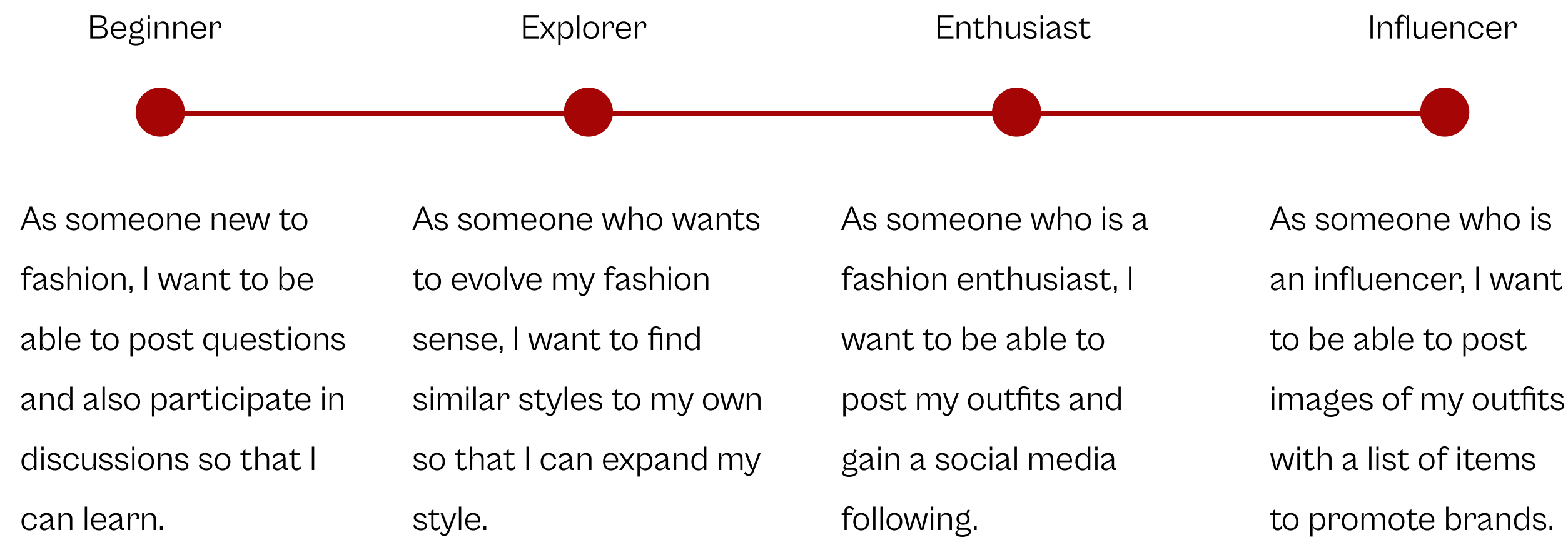
PALETTE
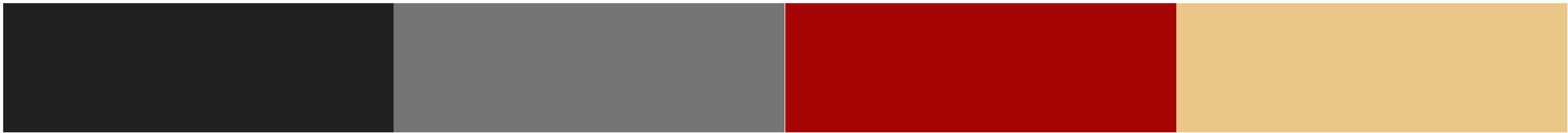
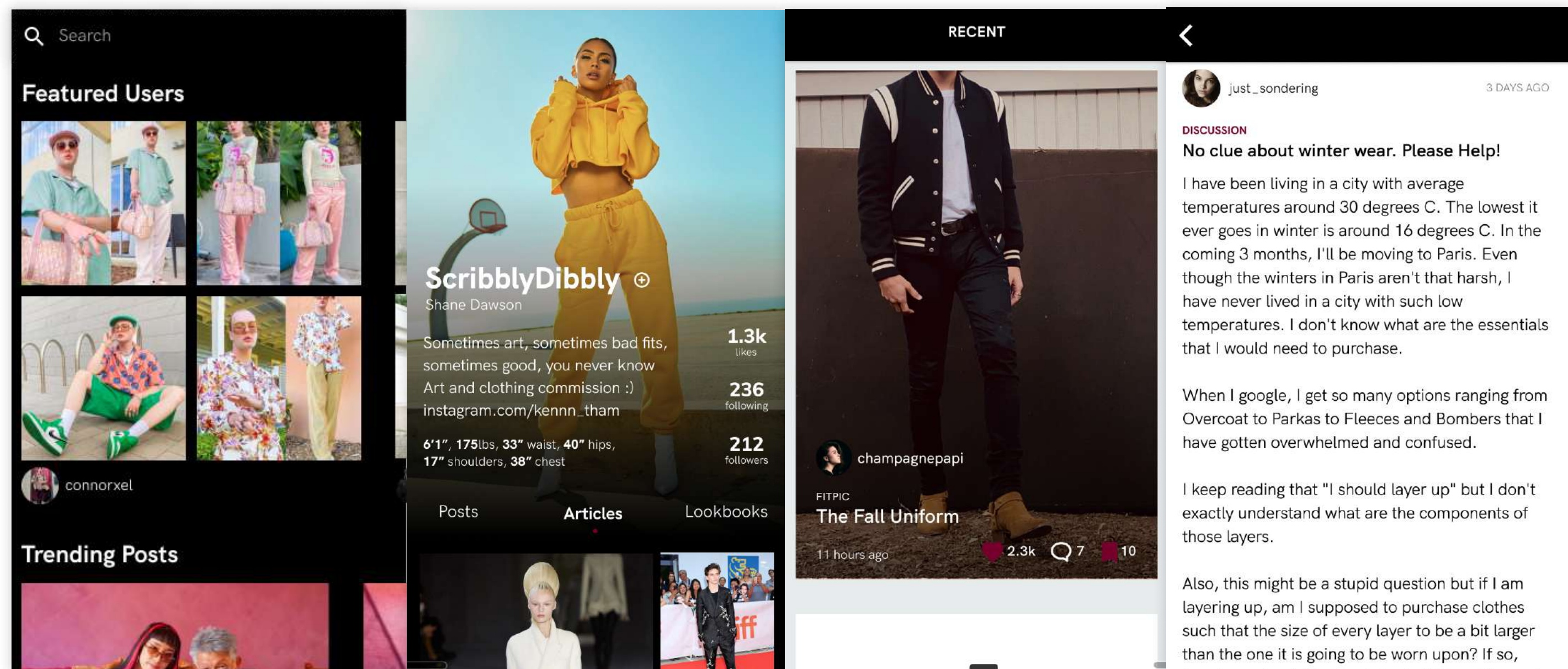| #212121 | #757575 | #a60505 | #eac787 |

My interviews showed that the demographic most interested in Modal was 18-30 year olds, men and women.

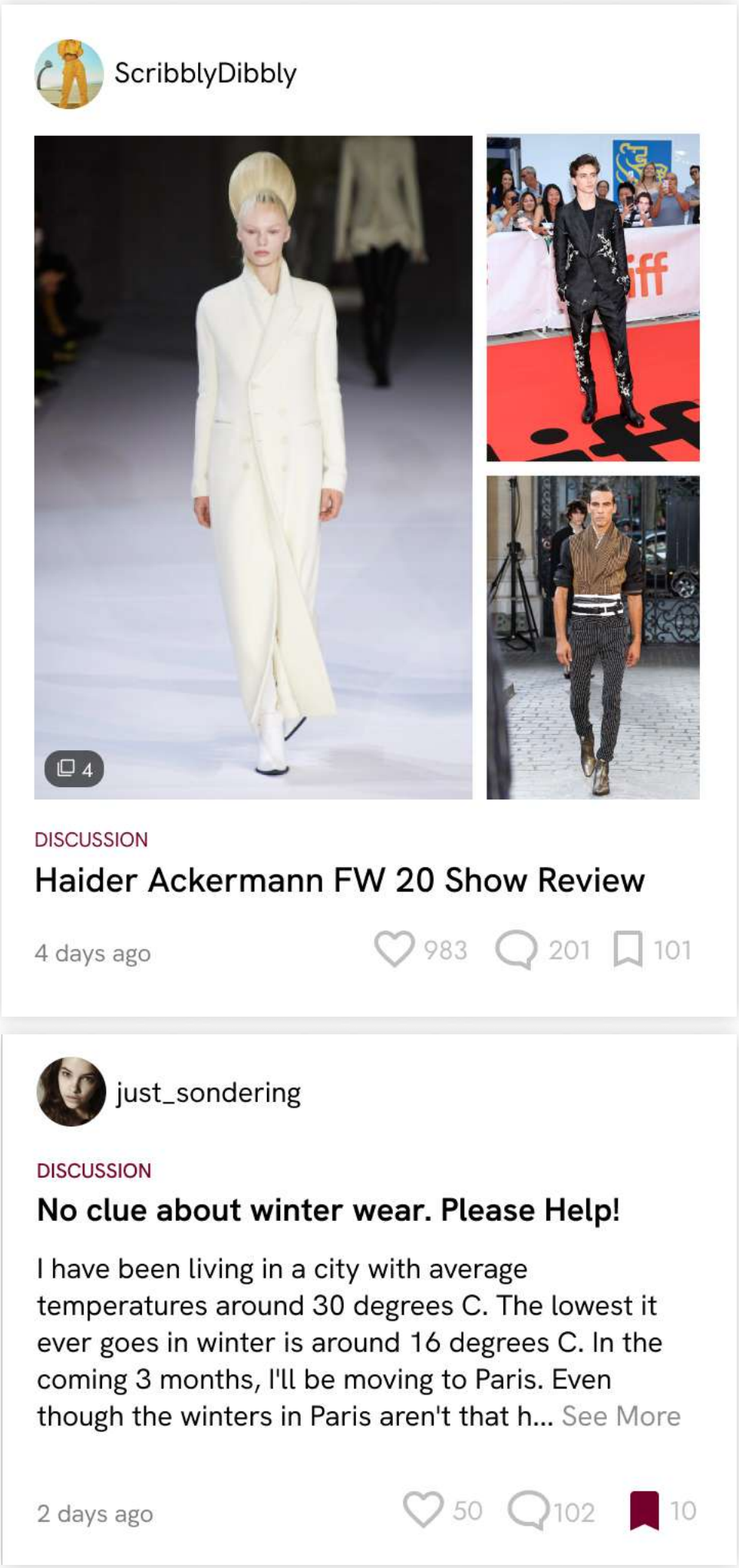| Beginner	Explorer	Enthusiast	Influencer
As someone new to fashion, I want to be able to post questions and also participate in discussions so that I can learn.	As someone who wants to evolve my fashion sense, I want to find similar styles to my own so that I can expand my style.	As someone who is a fashion enthusiast, I want to be able to post my outfits and gain a social media following.	As someone who is an influencer, I want to be able to post images of my outfits with a list of items to promote brands.

I sketched wireframes to explore concepts, and some became higher fidelity mocks.
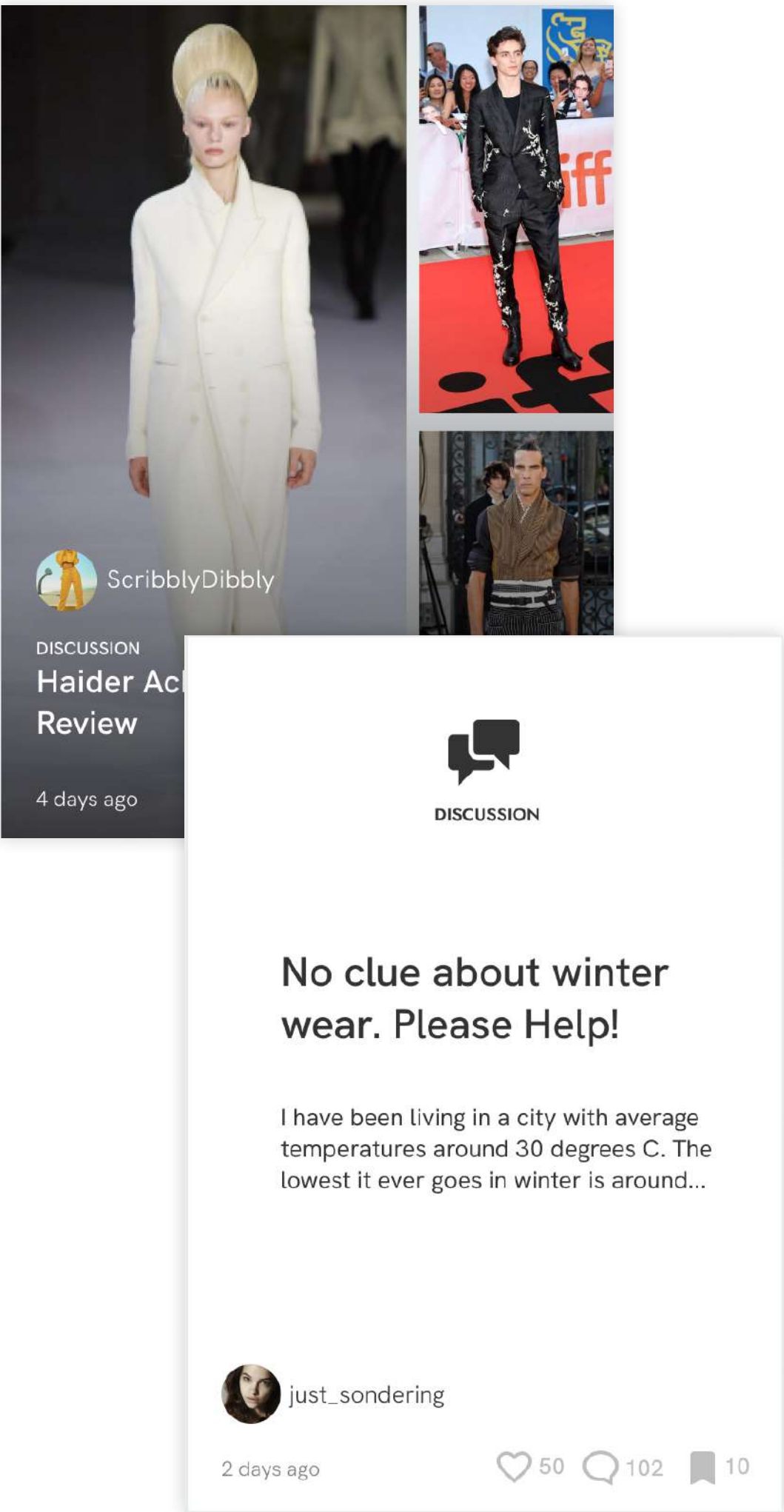
USER VALIDATION TESTING

Before

After

Example: Two radically different feed layouts were tested, with different styles for image and text posts. Users preferred the one with the large text post, similar to Facebook's large text posts. I found that users spent more time looking at posts in this format.
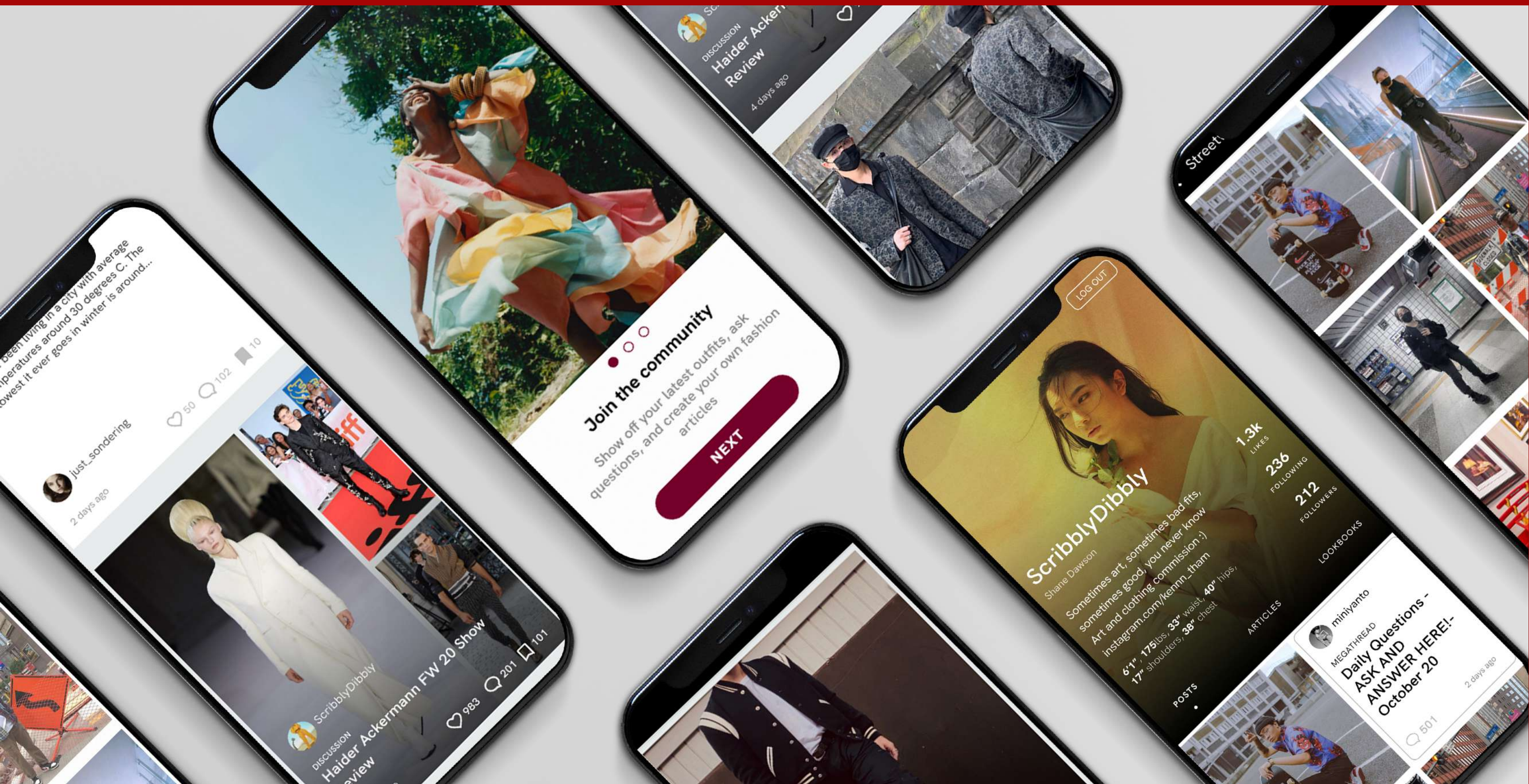

ScribblyDibbly

DISCUSSION

Haider Ackermann FW 20 Show Review

4 days ago   ♡ 983   💬 201   🔖 101

just_sondering

DISCUSSION

No clue about winter wear. Please Help!

I have been living in a city with average temperatures around 30 degrees C. The lowest it ever goes in winter is around 16 degrees C. In the coming 3 months, I'll be moving to Paris. Even though the winters in Paris aren't that h... See More

2 days ago   ♡ 50   💬 102   🔖 10

ScribblyDibbly

DISCUSSION

**Haider Ac...
Review**

4 days ago

DISCUSSION

No clue about winter wear. Please Help!

I have been living in a city with average temperatures around 30 degrees C. The lowest it ever goes in winter is around...

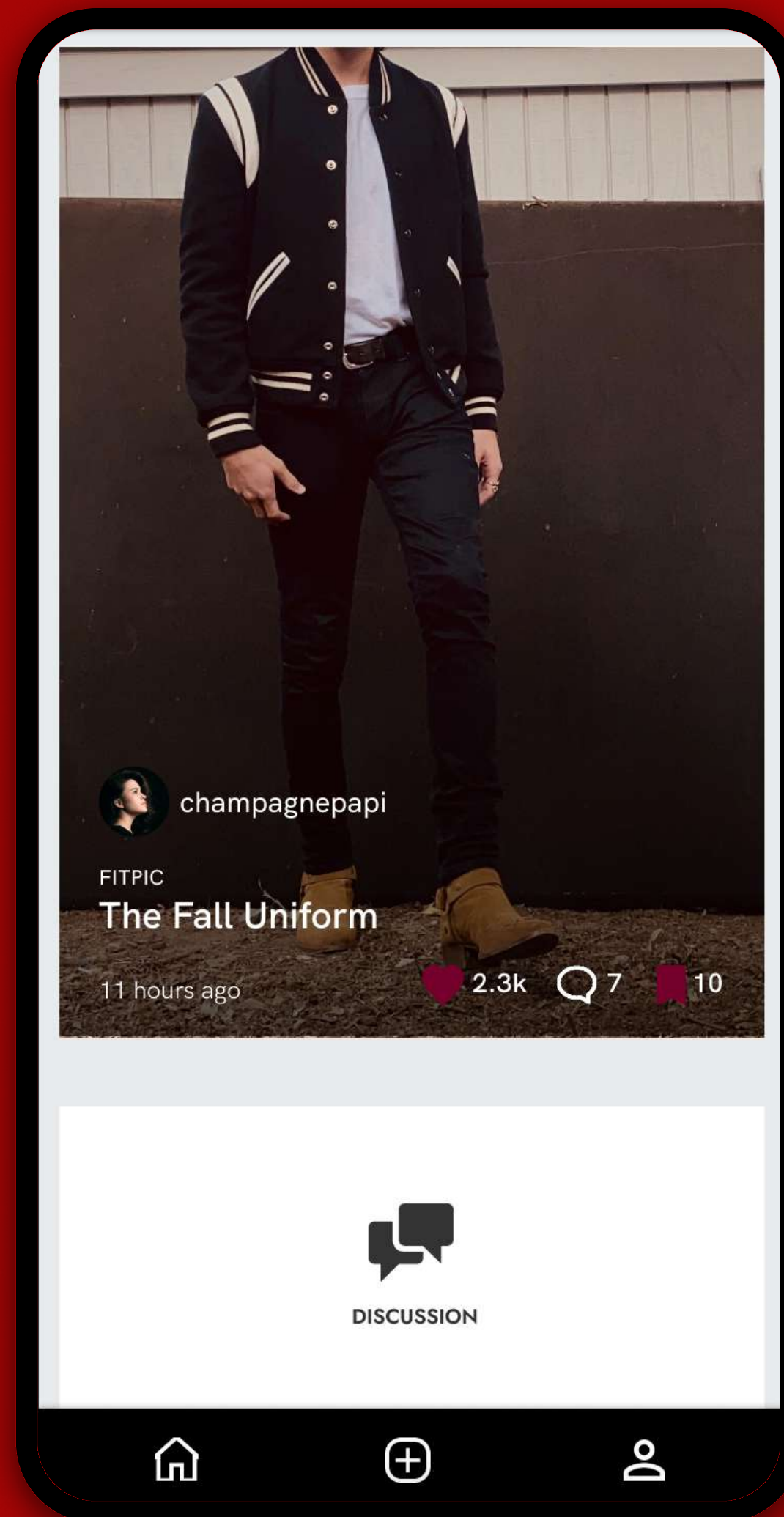just_sondering

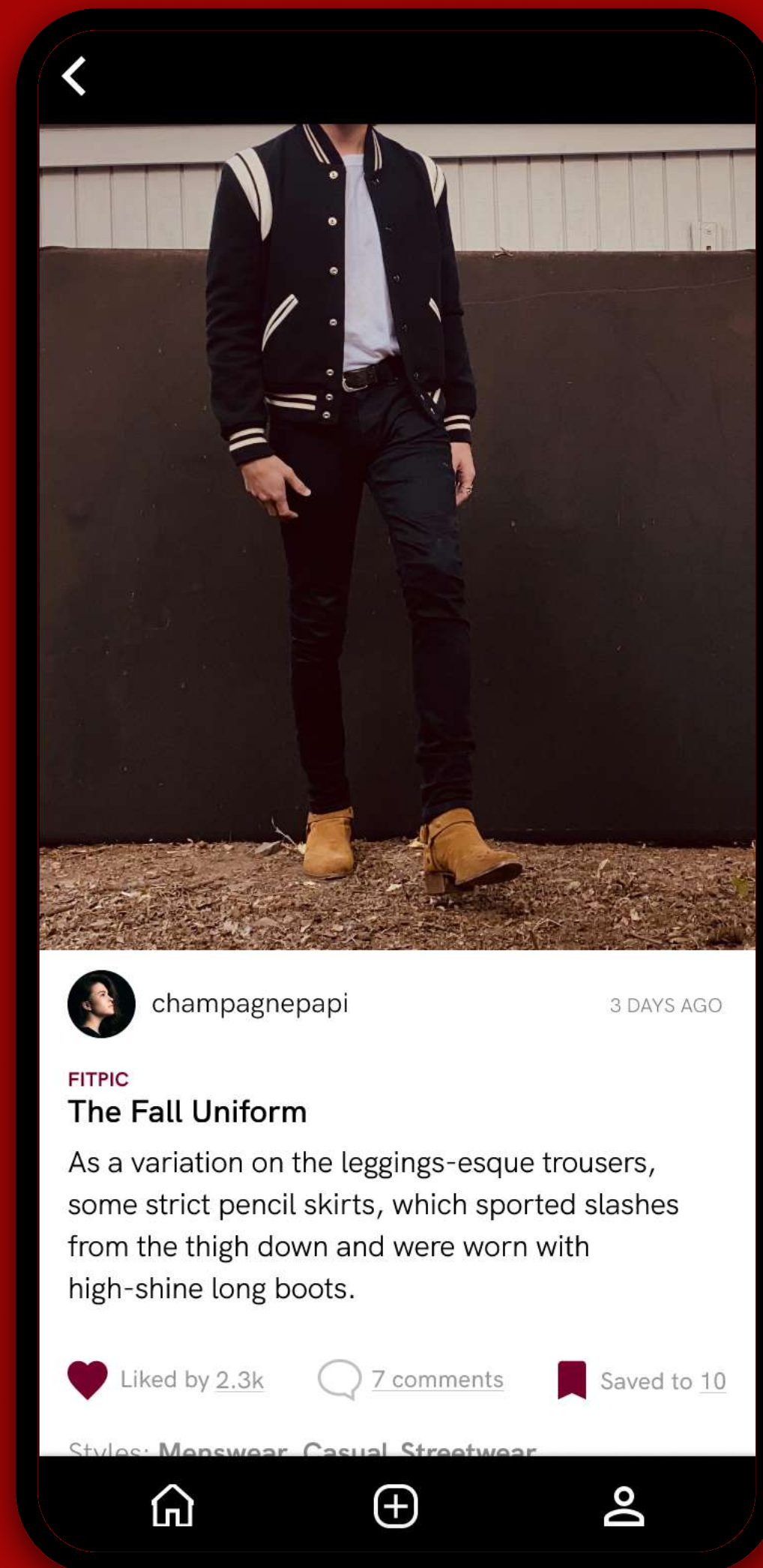2 days ago   ♡ 50   💬 102   🔖 10

FINISHED PRODUCT

The entire process from initial ideation to final screens took about 2 months to complete.

The feed page. See the special scrolling animation at https://thaotn.me/modal.gif, made as a blend of Tiktok and Reddit's scrolling to engage users with immersive fuller screen experiences.
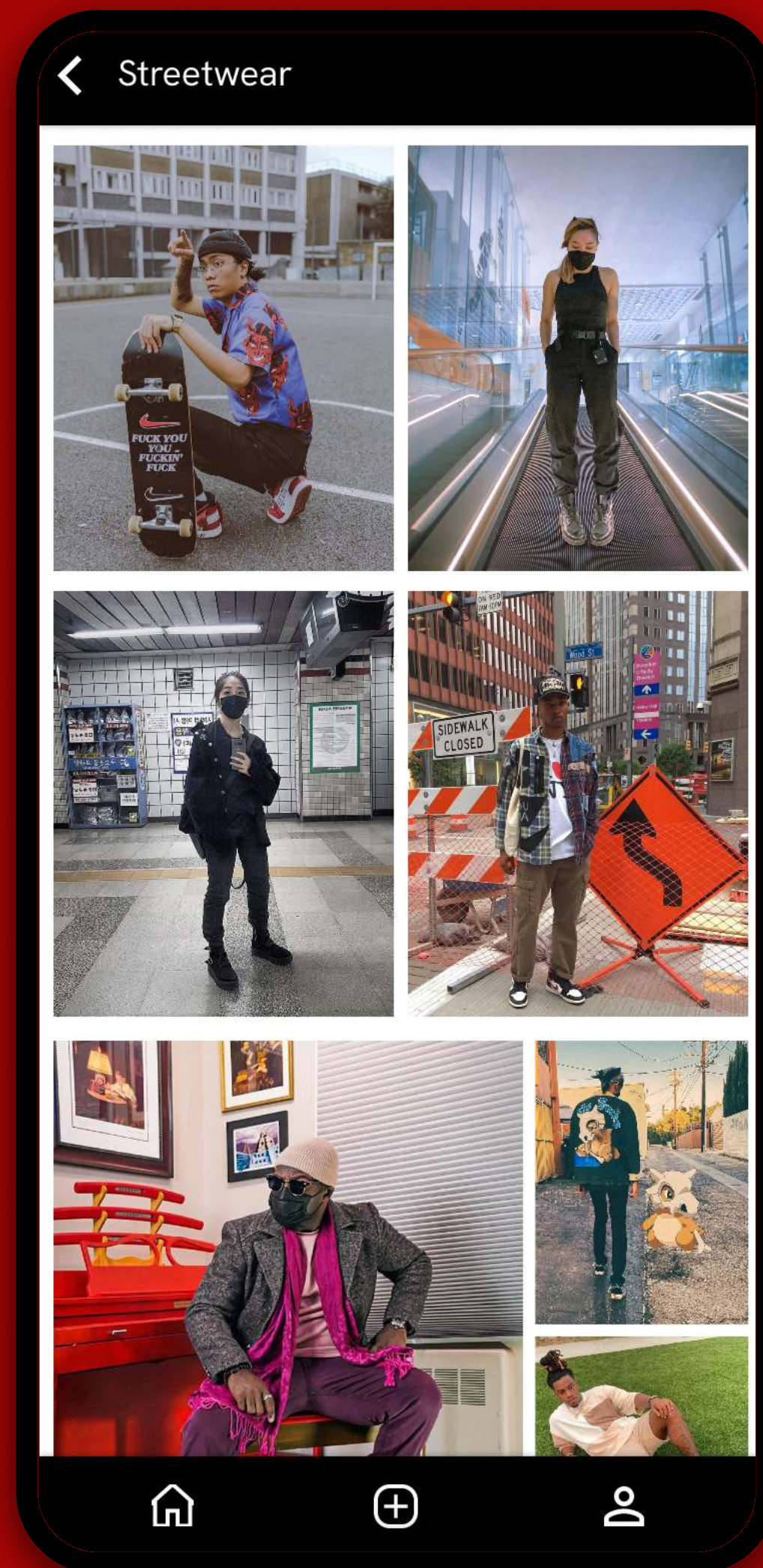
The initial view for the post page. I had the image be large with no border or padding to make the experience more engaging.
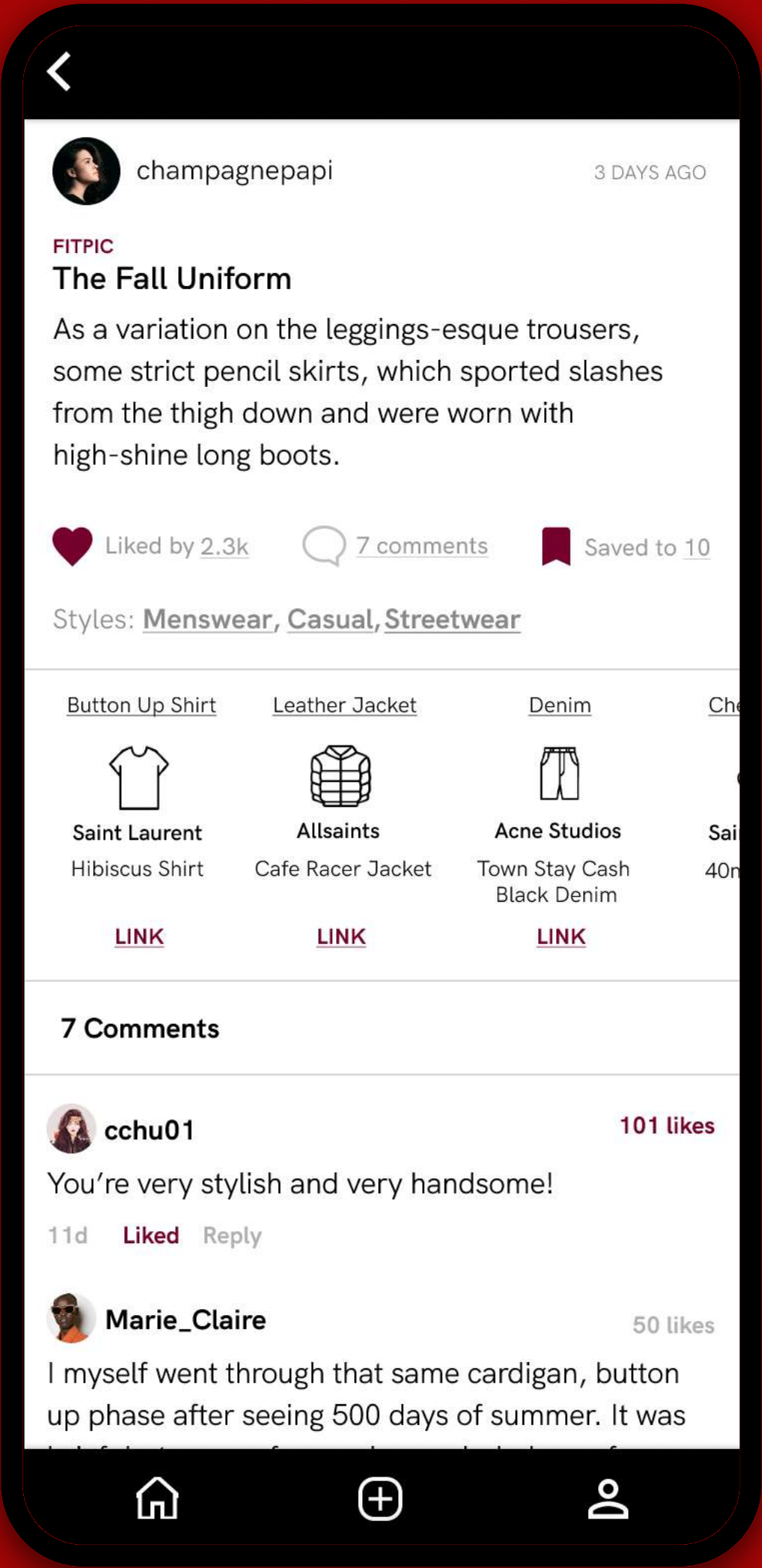
Further down in the post page. I added style and clothing item data to allow users to explore more outfits in their style, to find more outfits with the clothes that they own, and to sell items for influencers.

Streetwear

The style page, after navigating to it from the post page. This is where users can discover new looks in their style and be inspired, and also where users can explore other posts and users.
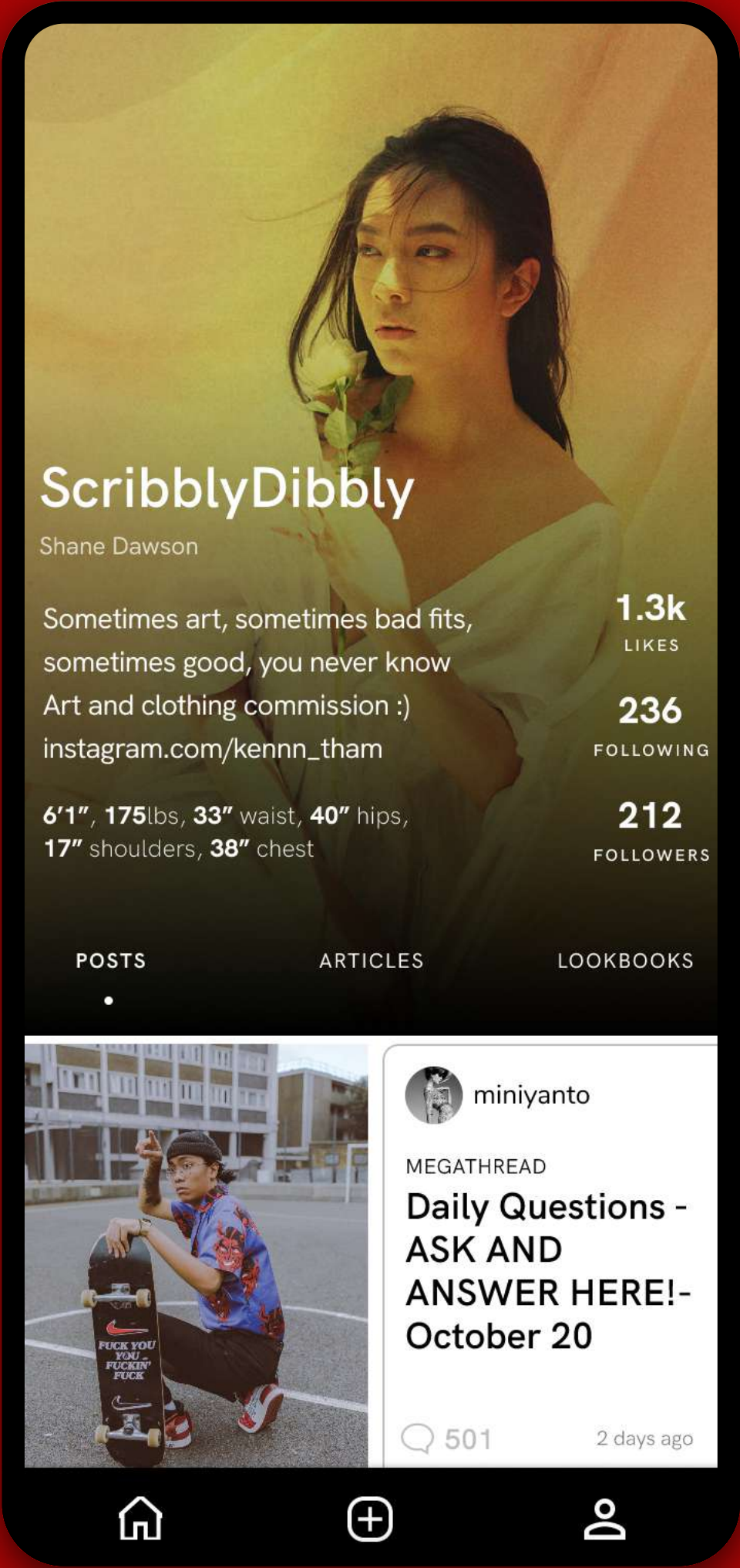
The profile page. On top of being immersive, I added measurements because I found that users felt current social media had fashion posts, but having no measurement data made them not useful.

"
[Thao] worked tirelessly throughout the process, from brainstorming ideas, to drafting initial sketches, to creating vector drawings, to iterating on feedback and perfecting every last detail.
"

— Modal business lead